



**GERBER INNOVATIONS**  
A Gerber Scientific Company

*The complete package.*

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## **NEWS RELEASE**

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# **Gerber Innovations Wins Over New Customer Ameritek, Inc. with “The Best Rotary Laser in the Marketplace”**

WILMINGTON, Massachusetts—Gerber Innovations, North America’s only full-line manufacturer of automated cutting hardware for the design, die making and short-run production segments of the packaging industry, is proud to announce the sale of their American made quick mount rotary laser cutting system, the RQL 3000 to a new customer, Ameritek, Inc. of Greensboro, North Carolina.

Ameritek’s customer base includes clients from all over the United States, Mexico and South America. Their growth has continued even through the recent economic challenges, necessitating their purchase of newer and better machines to keep pace with their expanding needs. Ameritek Vice President and co-owner Nate Conner traveled to Gerber Innovations to view the RQL 3000 firsthand. Conner notes, “I was expecting a lot, and I wasn’t disappointed. Gerber has shown a lot of attention to detail with the manufacturing of this product. We looked at every rotary laser out there, and the Gerber RQL 3000 is the best rotary laser on the market.”

The Gerber RQL rotary laser cutting system combines the latest 2500 watt high-power laser technology with an easy to use, patented “quick lock” mounting system. This system provides much faster setup and more throughput than traditional rotary fixtures. A 1,000 inch, 5/8” shell can be completely set up and finished in less than 20 minutes. The speed of the Gerber RQL 3000 is one of the things that attracted Ameritek owner Bill Hicks. Hicks reveals, “Corrugated rotary is the fastest growing segment in our company. With all our corrugated accounts, we needed a laser that was fast.” Conner adds, “Our Gerber RQL 3000 is somewhere between 2 ½ and 3 times faster than our other laser, and our job turnaround times have dropped significantly.”

Hicks describes the installation and training as incredibly smooth, “In one or two days we understood the majority of the machine. When Nate went to Gerber to preview the RQL 3000, he called and told me, ‘Bill, Gerber could train even you and me to run this laser,’ and he was right.”

Hicks asserts that Gerber’s impeccable reputation for good service was important in making the final decision to purchase the Gerber RQL 3000. “Our friends who owned Gerber machines told us we could trust them on service. We have not enjoyed that comfort level in the past.” Gerber’s status as an American manufacturer helped seal the deal. Hicks remarks, “If one of our lasers goes down, we want to have someone here quickly for repairs, and that won’t happen if we purchase a machine from Europe, so buying from an American company was important.”

Gerber Innovations President Steven Gore talks about Gerber’s ability to provide Ameritek such a great experience, “We are glad Ameritek is happy with the entire process of purchasing the RQL 3000 rotary laser. Gerber Innovations takes pride in providing a complete turnkey system, including sales, demo, shipping, installation and training. Our competitors are selling a foreign product, but Gerber manufactures, sells and services our own products, which gives us a distinct edge.”

See the quality construction and superior speed of the Gerber RQL 3000 Quick Mount Laser Cutting System for yourself. Contact Gerber Innovations by calling (800) 331-5797 or visiting their website at [www.gerberinnovations.com](http://www.gerberinnovations.com) .

### **About Gerber Innovations**

Formerly known as Data Technology, Gerber Innovations is North America’s only full-line manufacturer of automated cutting hardware for the design, die making and short-run production segments of the packaging industry. With more than 4,000 machines in service worldwide today, Gerber Innovations has the expertise, the resources and the know-how to meet all the sample making, die making and short-run production cutting needs for corrugated containers, folding cartons, point-of-purchase displays, protective packaging and more. Based in Wilmington, Massachusetts, Gerber Innovations operated as a business unit of Gerber Scientific, Inc.

Gerber Scientific is a leading international supplier of sophisticated automated manufacturing systems for packaging and diemaking equipment, sign making and specialty graphics, apparel, flexible materials and ophthalmic lens processing. Headquartered in South Windsor, Connecticut, listed on the New York Stock Exchange, the company operates through four businesses: Gerber Scientific Products, Spandex Ltd., Gerber Technology and Gerber Coburn.

**About Ameritek, Inc.**

Ameritek has been in business for thirty-seven years. They have 45 employees working three shifts to ensure they can accommodate the most demanding turnaround times and volumes the industry requires. Located in Greensboro, NC, Ameritek serves all regions with any tooling need, knowledgeable sales and technical support. In the shop they are all about quality control and have one of the lowest error rates in the industry. Attention to detail, service, and competitive prices make Ameritek worth having as a die vendor.

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